**1.02 Elements of Design**

1. **Group Assignment:** Select one example of each line description below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Horizontal
* Vertical
* Diagonal
* Curved or squiggly
* Patterned
* Textured

Cut and paste the examples on the **Community Board** and write a brief caption below each example describing how the line enhances the message of the publication.

* Do the lines organize?
* Do the lines make the reader look from left to right or top to bottom?
* What else do the lines do?

**2. Group Assignment:** Select one example of each shape from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Circle
* Triangle
* Asymmetrical
* Square

Cut and paste the examples on the **Community Board** and write a brief caption below each example describing how the shape enhances the message of the publication.

* Do the shapes organize?
* Do the shapes send a message?
* What else do the lines do?

Mass

Mass

Mass

**3. Group Assignment:** Select four examples of mass from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Mass that appears large
* Mass that appears small
* Mass that appears larger than it really is
* Mass that appears smaller than it really is

Cut and paste the examples on the **Community Board** and write a brief caption below each example describing how the mass affects the publication.

**4. Group Assignment:** Select four different ers, brochures, flyers, and other publications.

Dripping Wet

* Background texture
* Texture applied to text
* Texture applied to shapes
* Synthetic texture, such as denim, leather, fur
* Environmental texture, such as grass, water, earth

Cut and paste the examples on the **Community Board** and write a brief caption below each example describing how the texture affects the publication.

**5. Group Assignment:** Select four examples of color from the list below from magazines, periodicals, newspapers, brochures, flyers, and other publications.

* Color used to evoke emotion
* FBLAColorLogo2Color used to add or detract attention
* Color used to create movement
* Color used to lead the eye

Cut and paste the examples on the **Community Board** and write a brief caption below each example describing how the use of color and value affect the publication.